



October 31, 2014

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA 90012

Subject: East Hollywood BID 3rd Quarter Report

Dear Ms. Wolcott:

Attached please find the quarterly report for the East Hollywood BID for the 3rd Quarter of 2014. Below, I have included a table with the information about expenditures for the BID in the 3rd Quarter, and a copy of the September financial statement. A copy of our quarterly newsletter will be sent out under separate cover.

Activities for the 3rd quarter included regularly scheduled monthly meetings of the Board of Governors in July, August and September. The BID's Security Subcommittee also met to continue discussions with the District's hospitals regarding security concerns and issues with homeless encampments throughout the BID. Additionally, the Board continued planning efforts for the grant awarded during the Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID. The BID has also continued its efforts to improve the street-scape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue as well as maintenance of the Vermont Triangle at the intersections of Hollywood Blvd., Prospect St. and Vermont Ave.

A report on specific budget line expenditures follows:

Budget Line Item #1 – Streetscape

Expenditures of \$6,760 were made in this category to HBT/LA for the BID's regular streetscape services including tree care and pruning. In addition to the regular July payment, a past due invoice for June was also paid in this quarter as a result of late billing from our cleaning contractor.

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Budget Line Item #2 - Maintenance

The cleaning/beautification contract with HBT calls for maintenance services within the BID including trash removal, sidewalk cleaning, and overall maintenance of the Vermont Triangle. Expenditures of \$12,612.90 were made in this category for the July streetscape services. A past due invoice for June was included in this quarter as a result of late billing from our cleaning contractor.

Budget Line Item #3 – Administration and Advocacy

The administrative services contract with the Hollywood Chamber of Commerce calls for \$6250 in quarterly fees for administration of the BID. Additional monthly payments of \$200 were made for May, June, and July to the BID's accountant, Joe Gallardo, CPA. An expenditure of \$1086.49 was made in this category to Wildan Financial for completion administrative services.

Budget Line Item #4 – Marketing and Promotion

No funds were expended in this category during the quarter.

Budget Line Item #5 – Contingency

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,



Nicole Shahenian
Executive Director
East Hollywood Business Improvement District

